



ADVERTISING
BRANDING
MARKETING

NEW YORK
477 Madison Ave
New York, NY 10022
212-677-2500

SKYAD.COM

Tahoe Retreat Advertising and Marketing Program

**Better
Homes**
and Gardens.
REAL ESTATE

**BRYAN
DRAKULICH**

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NEW YORK 477 Madison Ave, New York, Ny 10022, 212- 677-2500
PHILADELPHIA 1700 Market Street, Philadelphia, PA 19103 , 215- 365-4040

ADVERTISING
BRANDING
MARKETING

National & Global Exposure Tahoe Retreat

SKY Advertising is excited to present to Better Homes and Gardens Real Estate Drakulich a curated, multi-media marketing selection of offerings to bring ultra-high net worth buyer awareness to Tahoe Retreat development project.

Your strategic blueprint is composed of select print media to cast a wide net and digital products that are highly targeted to individuals looking for high-end living in Reno, NV.

Approaching the marketing strategy from these different directions will help us to saturate your market in the most effective way, bringing deserved recognition to this unique and exciting property.

**LET'S DO
GREAT THINGS TOGETHER**

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Digital Offerings



**Better
Homes**
and Gardens.
REAL ESTATE

Impressions Campaign

CUSTOMIZABLE.
AFFORDABLE.
MEASURABLE.

The Impressions program is a customized banner advertising program with guaranteed impressions and click-throughs. With beautifully detailed property photos, your listing can be customized to showcase your property's unique selling features, allowing you to target by country, region, state, county or city and lifestyle.

Get the most out of your marketing dollars with affordable and measurable results that only a digital program can offer. Link directly to your property website, personal website or office website.

Impress locally. Impress globally.



CAMPAIGN OVERVIEW AND BUDGET

- Campaign: **Tahoe Retreat**
- Flight Dates: **August 2023 - October 2023**
- Impressions: **1,500,000**
- Clicks through to the website of your choice.

250K Impressions per month:	\$1,195
500K Impressions per month:	\$1,625
1 Million Impressions per month:	\$2,450
Three Month Minimum	



Minimum 3 month commitment

Impressions Program Targeting Sites

We identify the best sites to feature your property, and your ads appear only on your approved sites. The number of prominent, respected and relevant sites available is exceptional. We take care of the research to provide hand-selected and white-listed sites most relevant to your campaign.

GEO TARGETING

We identify where potential buyers are found and use the information to identify the areas to geo-target. We can target locally to globally.

INVESTOR'S BUSINESS DAILY™



FORTUNE

THE WALL STREET JOURNAL.

BARRON'S

Forbes

Bloomberg
Markets



Golf Digest

FOX BUSINESS

GOLF



Creative

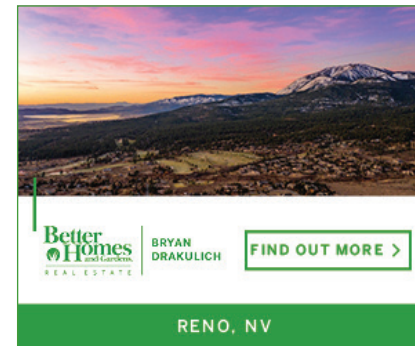
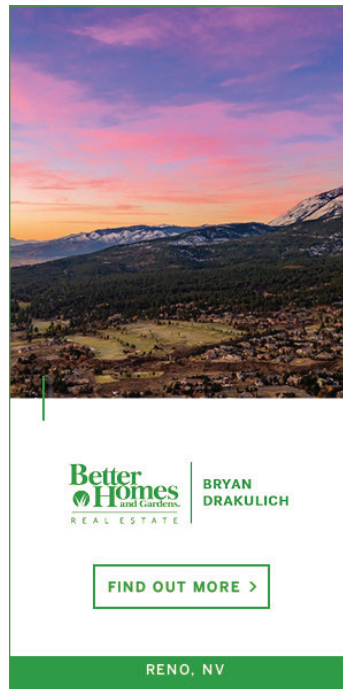
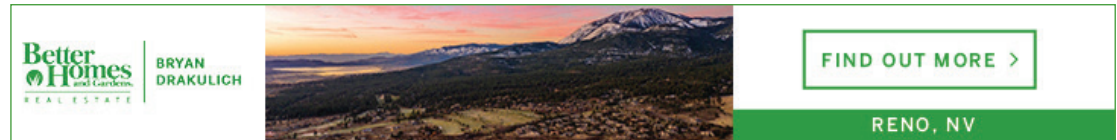
SAMPLE BANNER ADS FOR IMPRESSIONS PROGRAM

We create and produce banner ads for your campaign that best reflect your property and company image.

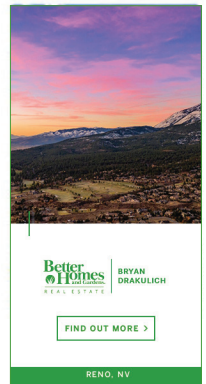
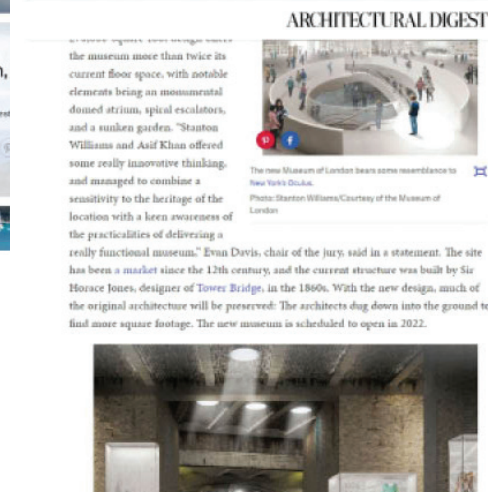
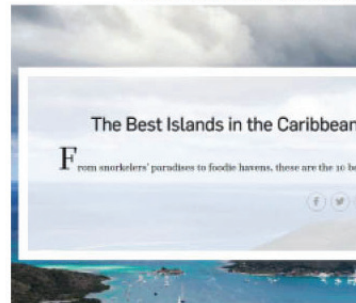
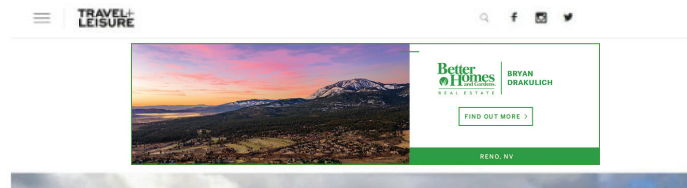
We assist with photo selection and editing as well as ad design and sizing.

Ad Units: 970x250, 728x90, 300x600, 300x250, or custom sizes.

BANNER PRODUCTION: \$350



Sample Banners For Impressions Programs As They Appear On Sites

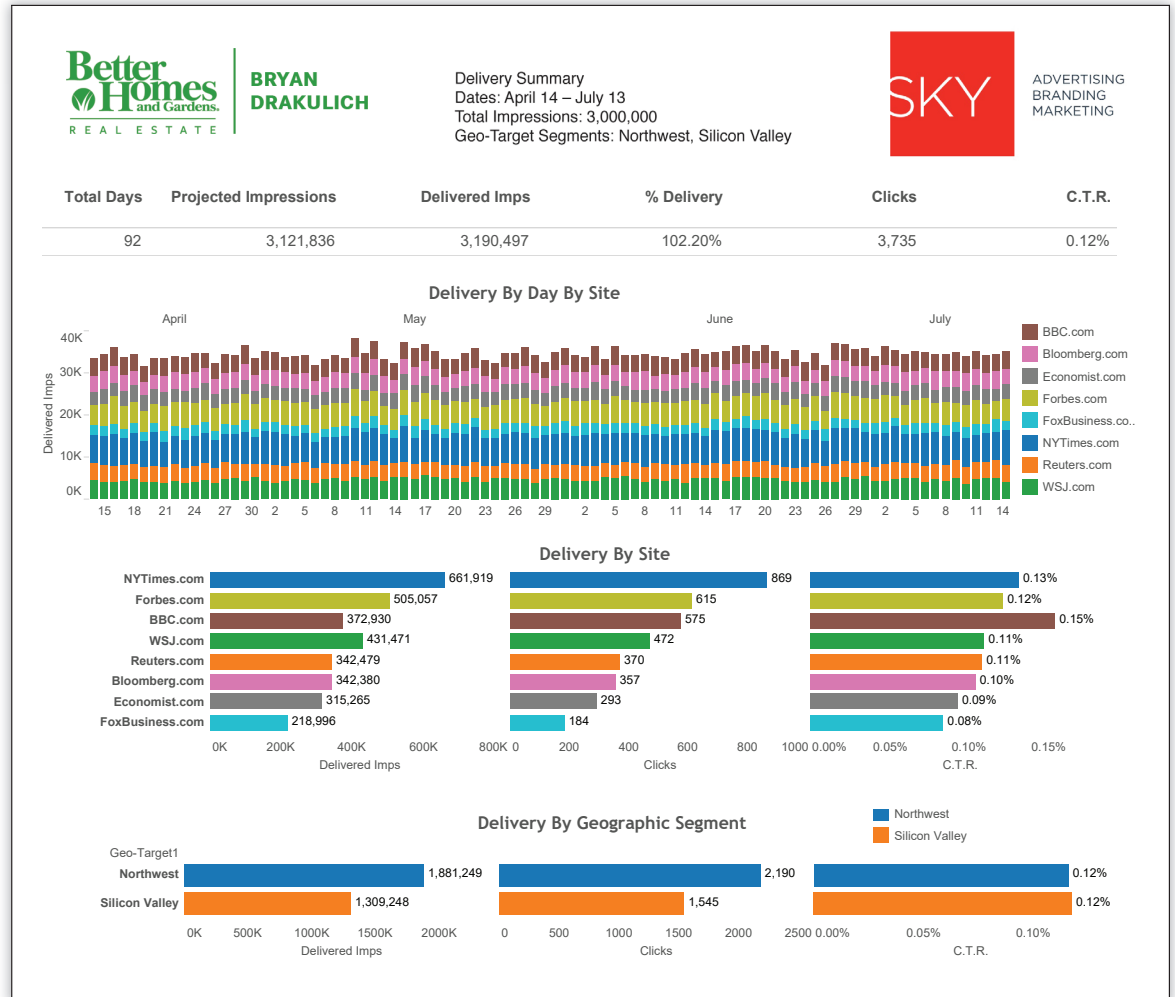


Comprehensive Reporting For Your Customized Campaign

After the launch, we give you complete and comprehensive reporting for the duration of your campaign. We can also give 30 day reports for you to evaluate the effectiveness of your targeting and to adjust it

- We project the number of impressions (number of times the ad appears on each site) during your campaign.
- The number of impressions are broken down by number and site for the duration of the campaign.
- The delivery by site is broken down into delivered impressions, clicks and click-through rate. This allows you to see on what sites your ads are performing well and where there needs to be improvement. With this information we are able to adjust the campaign for maximum effectiveness.

IMPRESSIONS PROGRAM SAMPLE REPORT



Impressions Scheduling

After researching, we have put together an integrated program that targets a high-net-worth audience across the San Francisco DMA.

The program, with a projected start date of August 1st and will run for three months delivering an estimated 1,500,000 impressions.

This will include:

- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the San Francisco DMA on top global business and finance websites.
- A Site-specific segment that allows us to reach a high-net-worth audience (Adults top 10% HHI), living in the San Francisco DMA on top golfing websites.
- A Custom Intent segment that will allow us to show banners to adults actively searching for Lake Tahoe area real estate and living in the San Francisco DMA.
- A behavioral segment that will allow us to show banners to Ski Enthusiasts living in the San Francisco DMA.
- A behavioral segment that will allow us to show banners to Golf Enthusiasts living in the San Francisco DMA.

SITE SPECIFIC

This segment consists of premium global business/finance websites such as WSJ.com, Reuters.com and more to extend the overall reach of the program.

BEHAVIORAL TARGETING

We can target people on behavior first based on their online behavior (sites visited, content consumed and search activity). Since this segment targets behavior first, the banners could end up showing on any site across the web.

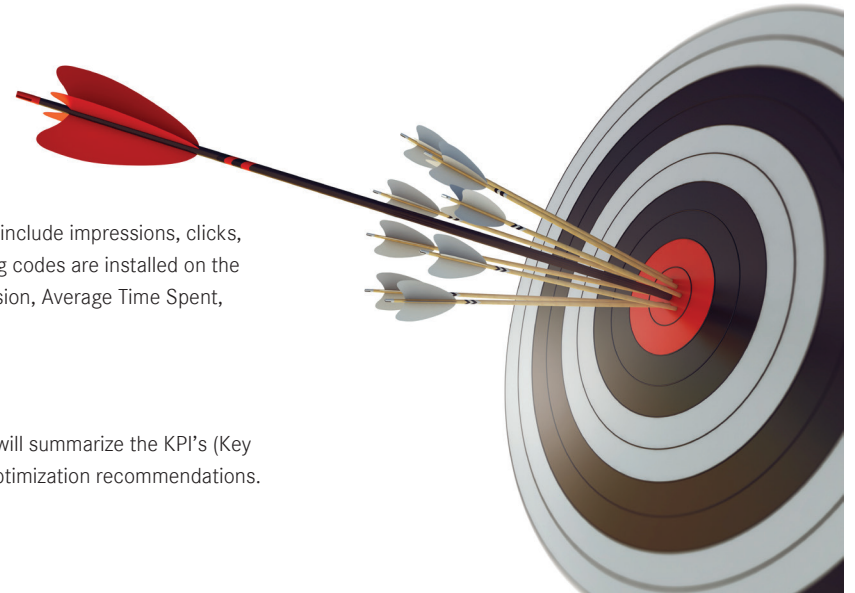
To ensure that the banners are seen in a premium environment, we have created a “whitelist” of sites. Ads will only show to people who have met our targeting criteria (behavior, income, and geo-target) on one of these sites. The site list includes top news, business, finance, sports, politics, and tech sites.

MEASUREMENT

Key metrics (KPI's) that will be tracked include impressions, clicks, click through rate (CTR), and (if tracking codes are installed on the landing page) Sessions, Pages Per Session, Average Time Spent, Conversions

REPORTING

We will provide monthly reporting that will summarize the KPI's (Key Performance Indicators) and provide optimization recommendations.



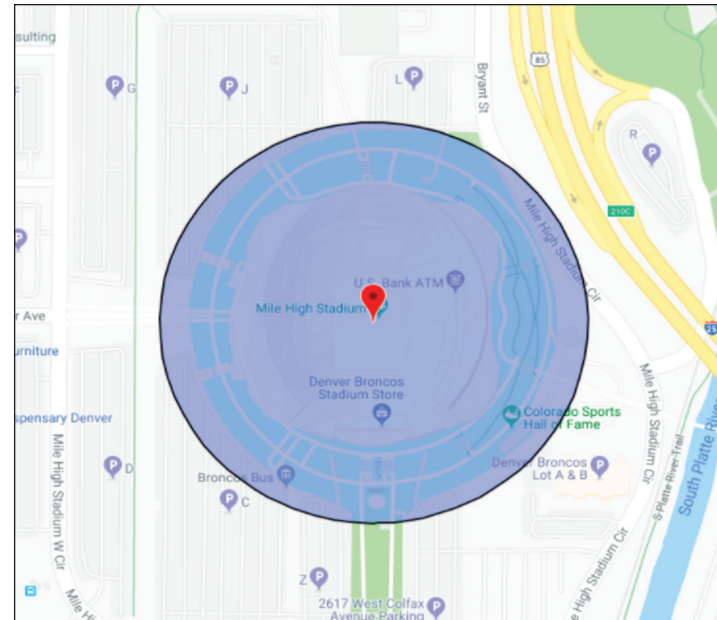
Impressions Scheduling

BHG Mountain Retreat Development																	
Media	Geo-Target	August					September					October					Impressions
		31	07	14	21	28	04	11	18	25	02	09	16	23	30		
WSJ.com	San Francisco DMA																625,000
Bloomberg.com																	
Barrons.com																	
Investors.com																	
CNBC.com																	
Fortune.com																	
Reuters.com																	
Forbes.com																	
FoxBusiness.com																	
CNBC.com																	
PGA.com	San Francisco DMA																225,000
Golf.com																	
GolfDigest.com																	
Behavioral - Ski Enthusiasts	San Francisco DMA																100,000
Behavioral - Golf Enthusiasts	San Francisco DMA																300,000
Custom Intent - Lake Tahoe Area Real Estate	San Francisco DMA																250,000
Total Digital																	1,500,000

Digital Event Targeting

GEOFENCE REACHES YOUR AUDIENCE ON THE MOVE

- **Event targeting** - Target customers who attend specified events within a specific time frame.
- **Custom audiences** - Target customers that are within or have recently visited a specific Geo-Fenced location.



GEOFENCE SELECT LOCATIONS OR EVENTS AND THEN RETARGET THE AUDIENCE AFTER

TARGET SPECIFIC EVENTS AND LOCATIONS

- From **\$1,500/month**

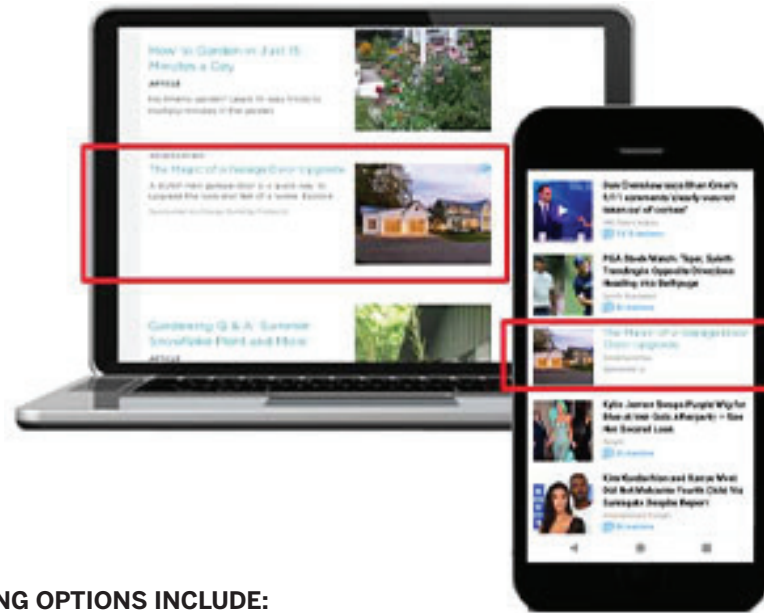
Comprehensive Digital

NATIVE DISPLAY

Native ads dynamically match the look, feel and visual context of the website or app where they are seen. They can run across all devices or be specified mobile only. Native ads can be either video or a dynamic picture.

HIGHER ENGAGEMENT:

- Native ads are viewed 53 percent more frequently than display ads, providing a higher CTR (60 percent).
- Native ads result in an 18 percent increase in purchase intent.
- Native ads can help lift a brand by up to 82 percent.



TARGETING OPTIONS INCLUDE:

- **Behavioral** – thousands of targeting categories including demographics, on-line and off-line behaviors, and interests. Keywords – target a list of up to 500 keywords related to your business, and show Native ads on the web pages where they appear A.I.
- **Targeting** – Showing your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.
- **Custom Audience Matching & Looklike Audiences** – target people on your list of emails, addresses, or phone numbers and show them native

ads when they browse websites and apps.

- **Cross Platform Targeting** available from Mobile Conquesting.
- **Native ads** come in many forms, but all share the common goal of not “looking” like an ad.
- **Native ads** are proven to have higher levels of engagement than traditional non-native ads, and they get results.

PRICE: STARTING AT \$1,500 PER ONE MONTH

Comprehensive Digital

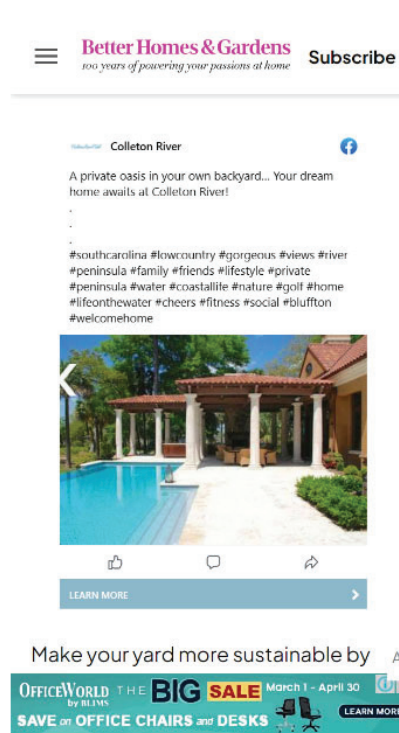
SOCIAL MIRROR ADS

Social Mirror ads look like your social media display or video posts but appear on other websites and apps, linking back to the social media platform and your website, and run across all devices using our targeting strategies.

We are “mirroring” the exact look of your social post as an ad that runs on thousands of websites and apps, targeted just to the people you want to reach across all devices.

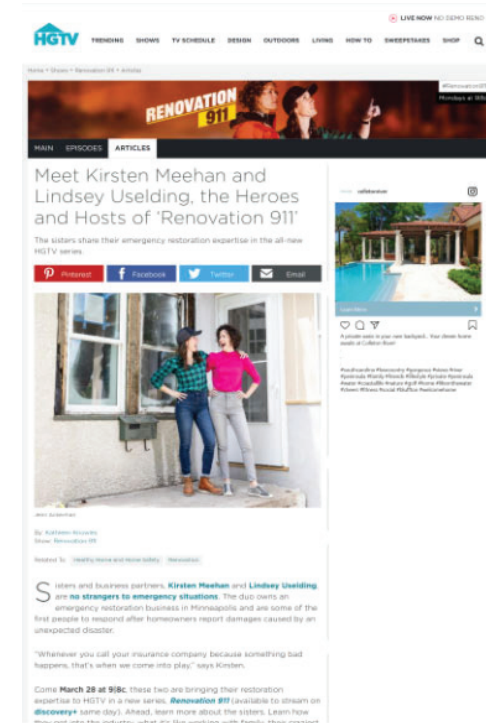
Social Mirror ads can be done with any organic or paid posts from your business account on these 8 social media platforms: Facebook, Instagram, Twitter, LinkedIn, TikTok, Pinterest, Snapchat, or YouTube.

Ads can be display, video, OTT across connected TVs or carousel.



TARGETING ABILITIES:

- **Behavioral** - Thousands of targeting categories including demographics, on-line and off-line behaviors, and interests.
- **Keywords** - Target a list of up to 500 keywords related to your business, and show ads on the web pages where they appear.
- **A.I. Targeting** - Show your display or video ads to people across all devices, using machine learning to target consumers based on who is engaging with the ad.



PRICE: STARTING AT \$1,500 PER MONTH

DIGITAL

Smart Solutions Eblast

Our team of email experts make your message stand out from your competition with compelling subject lines, engaging copy, powerful images and strategic deployment scheduling. Our campaigns are 100% responsive, meaning your message is optimized for all devices and email platforms in order to expand your reach and foster engagement with customers.

TARGETING

Use high-quality data to reach new customers

DELIVERABILITY

Make it to more customer's inboxes every time.

AUDIENCE

Select High Income Zip Codes

Net Worth > \$13 Million

Household Income > \$500K

20,000 Total Emails

CUSTOM EBLAST AND REMINDER EMAIL: \$2,275

ARRAS

Your Searching New Apartments in The heart of Bellevue!

Your Time, Your Way

Luxurious Residences Patterned to Suit You

Spectacularly Spacious Floor Plans

Charming Modern Amenities

Better Homes and Gardens **BRYAN DRAKULICH**
REAL ESTATE

Google AdWords

Target consumers who are “inmarket”, active in the Real Estate market, when they are searching and motivated to take action.

No other medium can target as effectively. Pay only when people click through to your listing/site.



CAMPAIGN SETUP & OPTIMIZATION

Which can include:

- Set up Keyword List
- Set up Ad groups
- Develop understanding of urgent search terms/phrases of client and competitors
- Run fresh estimates for potential new keywords
- Write/Edit copy as needed
- Ensure all tracking is in place
- Add segment targeted towards sellers

MONTHLY MANAGEMENT

Includes:

- Campaign review
- Analytics reporting
- Campaign Adjustments

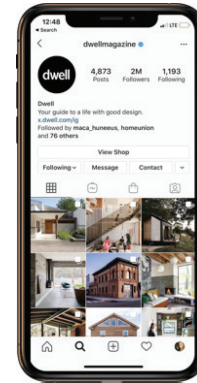
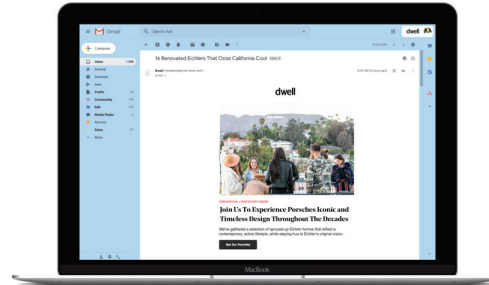
PROGRAM COST:
PROGRAM SETUP: \$750
MONTHLY MANAGEMENT:
\$350/MONTH (6 MONTH MINIMUM)
MEDIA: SPEND BASED ON PROGRAM

Dwell Real Estate

Dwell Real Estate takes a peek into modern real estate listings from every corner of the country and beyond.

Dwell Audience Real Estate Metrics

- Ranks Highly for a young audience, Age 25-54, that owns real estate and investment real estate (Index 275).
- Ranks #1 for an audience with plans to purchase a second house (vacation home) or remodel their home within the year (Index 259).



PACKAGE 1

CUSTOM REAL ESTATE ARTICLE.

This article will permanently live in the Dwell.com Real Estate Channel.

- Promotion of the Custom Article on Dwell.com Homepage through a promo tile.
- Promotion in a Dwell.com Enewsletter.

PRICE: \$6,000

DIGITAL

Nob Hill Gazette

Nob Hill Gazette reaches the most affluent homes on the Peninsula & Silicon Valley reaching 7 of the top zip codes in the US.

- \$20,025,000 Average Net Worth
- \$2,170,000 Average Income
- 57% Percentage of Female Readers
- 41 Years Average Age

E-NEWSLETTER

ON THE MARKET

An exclusive promotional e-newsletter showcasing top residential listings with click-through to the property's own websites.

PRICE: \$500 PER LISTING

San Francisco, Peninsula and Silicon Valley



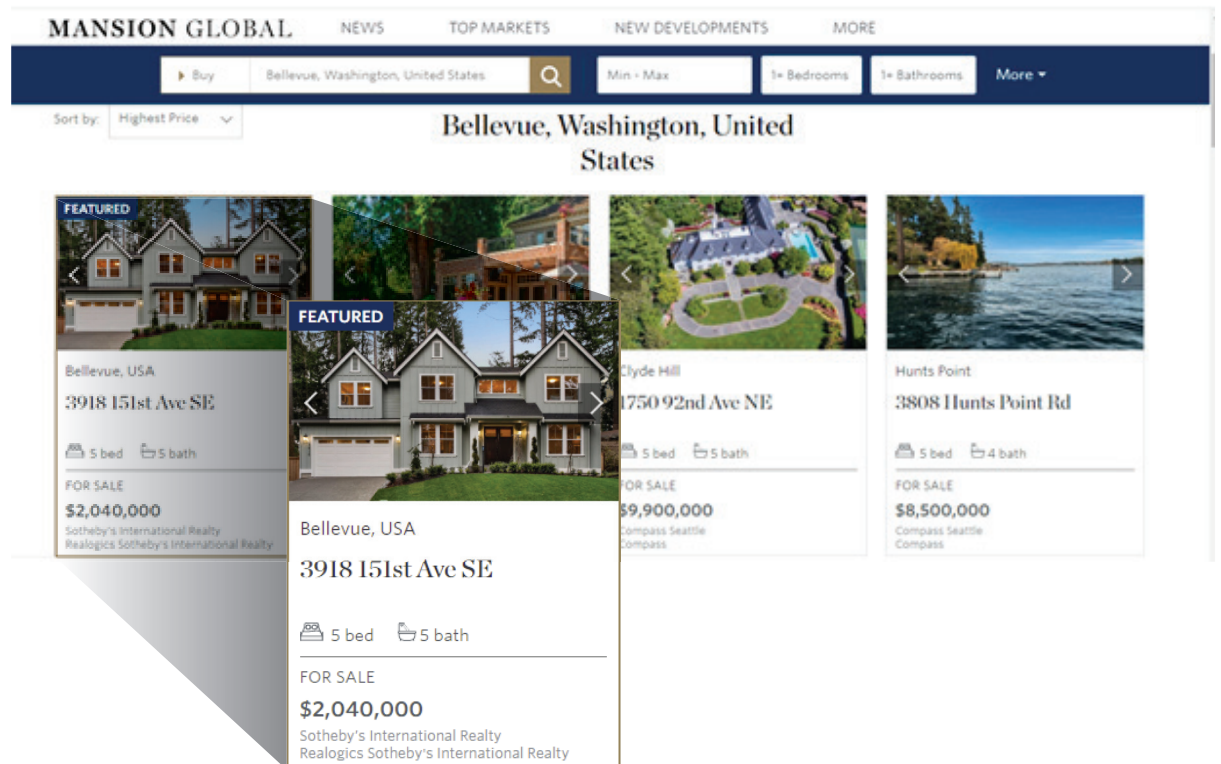
The Wall Street Journal Online (WSJ.Com)

FEATURED PROPERTY UPGRADES

WSJ.com and Mansion Global Featured Property Upgrades place your listings at the top of the search results pages in the town where the property is located. The property you wish to feature comes directly from your brand's WSJ.com feed and click-throughs go to the website of your choice.

Multiple properties can be featured and will be rotated equally. Each property appears for one month. The window to redeem Property Upgrades is valid for one year after purchase.

- 10 PROPERTIES: \$1,200
- 25 PROPERTIES: \$2,070
- 100 PROPERTIES: \$5,500



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL HOMEPAGE HERO

With 3,000,000 affluent unique visitors on Mansion Global, the Homepage Hero immediately entices readers as the first listing seen on the Mansion Global homepage. It provides premium, full-page visibility and the best opportunity for your listing to reach the most qualified buyer

- **164,000** Unique Visitors
- **1.75%** Click-Through Rate
- **2.5%** Share of Voice
- Can rotate up to **5** properties

PRICE: \$2,150/MONTH OR \$2.650/W VIDEO



The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL NEW DEVELOPMENTS PROFILE PAGE

Showcase impressive new construction projects to an audience of engaged high-net-worth buyers.

INCLUDES

- Fixed, always-on position within section
- Full screen image slideshow
- Prominent lead generation form
- Property highlights
- Neighborhood profile
- Available units (300x600 banner recommended)
- Video (optional)
- Amenities carousel (3-9 amenities with 1 image for each)
- Localized map
- Searchable within listings database

PRICE: \$1,000 90 DAYS

Buy Luxury properties by location

San Francisco
706 Mission
FOUR SEASONS PRIVATE RESIDENCES AT 706 MISSION | WEBSITE

VIEW MEDIA

SHARE [Icons] SAVE

DESCRIPTION

With local landmarks like Yerba Buena Gardens and the city's art, culture and museum district just steps from your front door, this exclusively residential experience is expressed through redefined Four Seasons anticipatory service and

Read More

AMENITIES [View Gallery](#)

- Intimate bar and lounge
- Grand outdoor terrace
- Bespoke fitness and wellness
- Fully equipped game room

Show More

NEIGHBORHOOD

YERBA BUENA GARDENS, MUSEUMS & CULTURAL DISTRICT

100,000+ ★★★★★ reviews

SHOP NOW

The Wall Street Journal Online (WSJ.Com)


WEEKLY ENEWSLETTER

- Out on Fridays
- **100%** SOV
- **50,000** Opt in subscribers

PRICE: \$1,775

Trouble viewing this email? [View in web browser.](#)


THE WALL STREET JOURNAL.


REAL ESTATE

Coronavirus is baring its teeth to the spring real-estate market. [Mansion's Katherine Clarke reports](#) that new home listings dropped a staggering 27% in late March and early April. For perspective, new listings increased by an average of about 50% between March 1 and April 5 in both 2018 and 2019.

It's a harsh reality for homesellers who had their hopes up, and agents who were looking forward to what's normally a busy season for the industry. "People are definitely holding back until people can physically come and see the space," Douglas Elliman's Frances Katzen told our reporter. "They want to see a return to normalcy again before they list."

The pandemic is also threatening to rock a shaky condo market in New York. Oversupply and retreating foreign buyers already loomed large over condo developers. Now, halting construction has thrown project timelines into disarray, forcing developers to renegotiate maturing loans and source cash to recapitalize their buildings and buy more time. [Read more here.](#)

 **Do air purifiers and filters kill viruses?**

In Houston, a [high-stakes divorce battle](#) between Ed Bosarge and his wife, Marie Bosarge, provides a rare glimpse into the secretive and complex mechanisms ultrahigh-net-worth individuals use to buy real estate and move their money around the globe. Mrs. Bosarge is accusing her billionaire husband of using a complex web of trusts and limited liability companies to prevent her from accessing cash and the 13 homes they acquired together.


Finally, we look at how [security personnel have come to feel like part of the family](#) in gated communities. "It's more hospitality-driven than policing," one homeowner told us.

And remember: Keep sending your real estate-related questions by replying to this email. 📧

Happy reading!

-Kerry Berger, digital editor of Mansion


Coronavirus Batters Spring Home-Selling Season, as New Listings Drop 27%



JIM BARTISCH

[By comparison](#), new listings rose by an average of about 50% between March 1 and April 5 in 2018 and 2019.

Coronavirus Forces New York Condo Developers Into a Race Against Time



MICHAEL NAGEL/REUTERS/NEWS

As construction across the city screeches to a halt, developers reckon with [how to keep their projects funded](#) while the pandemic rages on.

The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL DAILY (M-F) ENEWSLETTER

- 5 Drops Monday - Friday
- **100%** SOV
- **17,000** Opt in subscribers

PRICE: \$3,680

View in your browser

Mansion Global Daily will be off Monday, May 28, due to the U.S. Memorial Day holiday and will return Tuesday, May 29.



Where Do Luxury Markets Stand in the U.S., U.K., U.A.E. and Australia?
A snapshot and look at where prices are going. [Read More](#)

BY THE NUMBERS

The Most Expensive Homes for Sale in Canada

ADDRESS	ASKING PRICE
1. 3900 2012 St Catherine Street, Vancouver, BC	\$10,000,000
2. 68 Blake Park, Toronto, ON	\$10,000,000
3. 2220 North Avenue, Vancouver, BC	\$9,000,000
4. 3480 - 101 Lombard Street Toronto, ON	\$41,500,000
5. 5600 Park Crescent, Vancouver, BC	\$7,500,000
6. 5 Fernhill Court, Boca Raton, FL	\$73,500,000
6. 4882 201 Street, Surrey, BC	\$18,500,000
7. 41 St. Paterick, Brentwood, QC	\$12,000,000
8. 7522 7522 Ave Royale, Chateau-Richer, QC	\$24,000,000
9. 8018 McLaugh, Toronto, ON	\$12,500,000
10. 489 Spadina Road, Toronto, ON	\$20,000,000

Region	Average Home Price	Number of Luxury Listings (over \$2M)	Most Expensive Listing
British Columbia	\$762,028	3,124	\$26,000,000
Vancouver	\$1,487,048	879	\$38,000,000
Surrey	\$667,400	122	\$28,000,000
Whisper	\$1,053,300	26	\$25,000,000
Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Ontario	\$578,072	1,061	\$35,000,000
Toronto	\$868,817	332	\$39,000,000
Region	Average Home Price	Number of Luxury Listings (over \$3M)	Most Expensive Listing
Quebec	\$294,291	185	\$26,000,000
Westmount	\$1,376,900	32	\$26,000,000
Chateau-Richer	\$193,333	1	\$26,000,000

TRENDING TODAY

Architectural Digest @ArchDigest Following

We found the most iconic building in every state in America: archdg.co/8hz6SKy



3:26 AM - 25 May 2018

#AloneTogether ad

Staying home saves lives.

For more info visit coronavirus.gov

Powered by LiveIntent AllChives

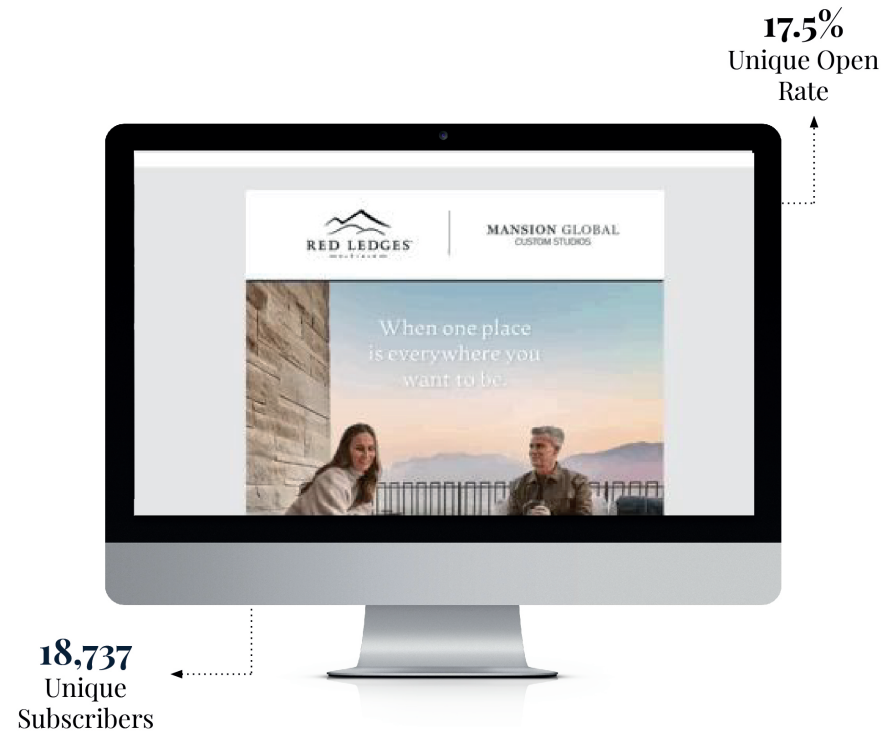
The Wall Street Journal Online (WSJ.Com)

MANSION GLOBAL CUSTOM E-NEWSLETTER

EXCLUSIVE EMAIL

Take advantage of Mansion Global's Custom newsletter to showcase your brand as a luxury lifestyle and real estate leader to luxury connoisseurs and high-net-worth buyers around the world. From aspiration to action, Mansion Global's custom newsletter is the go-to read for the most powerful and affluent consumers, delivering all your newsworthy content directly to their inboxes- inspiring the luxury lifestyle & delivering results.

PRICE: \$5,000 EXCLUSIVE EMAIL

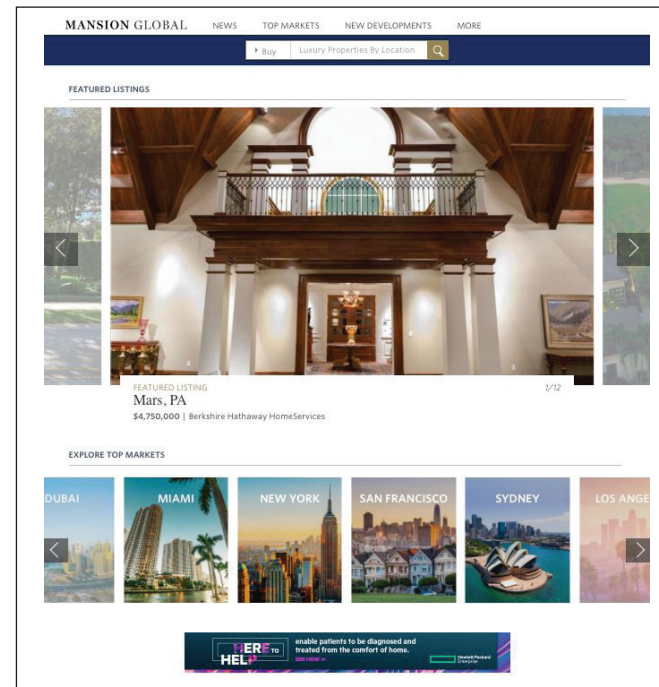


The Wall Street Journal Online (WSJ.Com)

THE HOMEPAGE FEATURED LISTING

Module offers prominent positioning on the Mansion Global homepage and showcases listings regardless of region.

PRICE: \$1,275/MONTH



Print Offerings



**Better
Homes** and Gardens
REAL ESTATE

The Wall Street Journal

The Wall Street Journal represents credibility and influence and continues to be the leading environment for luxury real estate clients to connect with the world's most affluent home-buying audience. With new and exciting content alignment opportunities in "Mansion" WSJ's luxury real estate section, we are able to further strengthen our brand, expand visibility and deliver our message with more resounding results than ever before.

- Circulation: **644,424**
- E-newspaper: **194,000**
- Readership: **4,234,000**
- Male / Female: **62% / 38%**
- Average HHI: **\$404,217**
- Average age: **50**

WESTERN NORTH REGION
QUARTER PAGE: \$3,040
4X7: \$2,300

Buy 4 get 1 free; buy 5 get 2 free, buy 6 get 3 free

NATIONAL
PROPERTY PORTFOLIO: \$2,355

THE WALL STREET JOURNAL.
WEDNESDAY, MARCH 4, 2020 • VOL. CCLXXV NO. 52

Stocks, bond yields fall after central bank takes biggest emergency action since '08 crisis

Fed Cuts Rates Amid Virus Fears

The Fed lowered its benchmark rate to 0% and cut its first rate change in 17 years. The central bank also announced a \$750 billion emergency lending program to help businesses and individuals. The move was widely expected and sent markets to a record high.

What's News

- **The Fed increased its emergency lending program** to help businesses and individuals. The Fed lowered its benchmark rate to 0% and cut its first rate change in 17 years. The central bank also announced a \$750 billion emergency lending program to help businesses and individuals. The move was widely expected and sent markets to a record high.
- **The SEC is investigating** sales of investment products at Harvard, the consumer protection firm said.
- **Target, Kohl's and other retailers** that posted better-than-expected results for the coronavirus outbreak.
- **Bankers have 900 billion** in loans to private firms.
- **Bankruptcy court** filed for the first time in the history of the U.S. since the 1930s.
- **Theresa Fisher** agreed to pay back \$1.1 billion to the U.S. Treasury.
- **The Supreme Court** will hear arguments on whether states can sue for damages from the coronavirus outbreak.
- **An outage that hit** the U.S. power grid was caused by a software bug.
- **Elon Musk** said he will not be taking his company public.
- **Qatar** said it would not be taking its company public.

World-Wide

- **Biden** picked up a string of Super Tuesday primary victories and Sanders won a big win in California.
- **The first death** linked to the coronavirus in the U.S. happened last week.
- **The administration** is considering a national curfew to help contain the virus.

Tennessee Kill at Least 25

Tennessee slipped through Tennessee on Tuesday killing at least 25 people at the truck stop as a heavily built-up crowd gathered.

Biden Picks Up String of Victories, Sanders Picks Big Win in California

Former Vice President Joe Biden took the stage in Los Angeles after wins in a string of Super Tuesday primary contests.

Shaky Ground

Investors made bets that the Fed would raise rates to help the economy recover.

What's News

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Architectural Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy.

Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Architectural Digest.

FULL PAGE, COLOR:

- Circulation Per Region: up to **16,000**
- Readership Per Region: up to **117,390**
- Median Household Income: **\$134,318**
- Median Age: **54**
- Male / Female: **46% / 54%**

FULL PAGE, COLOR

NEVADA: \$2,190

SAN FRANCISCO METRO: \$5,920



PRINT

Golf Digest

INSPIRE AFFLUENT BUYERS

With over 60 local and feeder market regions available with exclusive rates, you can reach these high-income, luxury buyers when they're inspired to buy. Inspire the decisions and feed the fantasies of your potential buyers with a full-page, full-color ad in Golf Digest.

- Full page, color

FULL PAGE, COLOR

NEVADA: \$2,190

SAN FRANCISCO METRO: \$5,920



Dwell

MODERN MARKET

Dwell is the marketplace to living with good design. A trusted authority for 20 years, connecting consumers and design professionals with inspiration, products, and the tools they need to achieve their goals. Published six times a year, each issue of Dwell Magazine includes exclusive stories on the most innovative leaders in architecture and design, presenting modern homes that encapsulate the concept of good design

- Circulation: **200,000**
- Total Reach: **778,000**
- Female / Male Ratio: **60% / 40%**
- Median Age: **44.4**
- Median HHI: **\$130,000**
- Source: **Google Analytics, Quantcast, and Sprout Social 2019**

MODERN MARKET: STARTING AT \$1,800



Financial Times

The Financial Times showcases the finest residential properties on the market and provides sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

- Circulation: **214,131**
- Geographic distribution: **Global**
- Readership: **1,993,418**
- Male / Female ratio: **86% / 14%**
- Average household income: **\$338,000**
- Median age: **51**

PROPERTY GALLERY: \$1,250

Global

PROPERTY | INTERIORS | ARCHITECTURE | GARDENS

House & Home

FT Weekend

No rest for the Wild: Wiltonshire director dispenses from knowledge AT HOME PAGE 3

Sign of the Thames: South Park feels the sharp cut of London's price tide US PROPERTY PAGE 11

Study in style: Homework is no chore! BEST PROPERTY PAGE 10

The home of prime property: property.ft.com

Follow us on Twitter @FTProperty

Could you ever? Frank House is still here, but the market is not. The FT Weekend Property section is the only one of its kind, offering the finest residential properties on the market and providing sage advice to a discerning audience of high-end private owners, as well as investors, every Saturday in its stand-alone "House & Home" section. Targeting upscale readers who are passionate about home and living, this full-color supplement is the world's only weekly property and lifestyle section, which is internationally focused and globally-distributed every weekend.

FT Weekend US Edition

Food and drink festive special

Tips from top global chefs

Lunch with the FT: F1 chief Bernie Ecclestone: The book rules

Schulz reversal raises Merkel's survival hopes

Alzheimer's Afflicted Monty Python star helps launch FT Seasonal Appeal

Liber and the cost of the Edinburg problem

Around the world in 10 days: Adventures on two wheels

Sarah Jessica Parker

Nob Hill Gazette - Peninsula & Silicon Valley

As the finest regional lifestyle brand, Nob Hill Gazette - Peninsula & Silicon Valley targets the most desirable local demographic. With a keen eye for engaging photography and editorial content aimed to inform, delight and inspire our readers, we truly capture the essence of the Bay Area lifestyle defined by its people, ideas, arts, activities, and issues of the day.

- Frequency: **12 times**
- Average Readership: **155,000**
- Year Established: **1993**
- Mean Home Value: **\$4,100,500**
- Circulation per Issue: **31,600**

FULL PAGE: \$9,000



Luxe Magazine

LUXE INTERIORS + DESIGN

Luxe Interiors + Design is the largest architecture and design brand in the United States. We have a direct line to local businesses and design professionals, and target highly affluent consumers, 6 times a year, in the top 14 major markets.

- **4%** Delivered to luxury homeowners in the wealthiest zip codes in each LUXE region
- **8%** Distributed to a proprietary list of trade professionals, showrooms and design centers
- **8%** Distributed to private air travelers via exclusive MediaJet newsstands in 250+ FBOs and on newsstands in Barnes & Noble, Hudson News, Whole Foods and Central Market

AUDIENCE:

- **93%** Net Worth of \$1 Million or more
- **72%** Net Worth of \$5 Million or more
- **35%** Net Worth of \$10 Million or more
- **94%** Own a Home Valued and \$1 Million or greater

FULL PAGE, SAN FRANCISCO: \$4,100



Circulation/
Distribution/
Reach



**Better
Homes**
and Gardens.
REAL ESTATE

Circulation/ Distribution/ Reach 2023

Media	Circulation
Digital	
Million Impressions*	
Digital Banner Program	1,500,000
Targeting - Reno, San Jose, Silicon Valley, Bay Area	
Google Adwords	
Digital PPC program	
Comprehensive Digital	
Social Mirror	300,000
Native Display	300,000
Geofencing - Event and Location	
Target specific events and locations	60,000
Smart Solutions Eblast	
Custom Email	40,000
Dwell.com	
Custom Article with promo on Homepage with promotion in eNev	110,000
Nob Hill Gazette	
OTM On the Market eNewsletter	32,500
WSJ.com	
Mansion Global Homepage	164,000
Mansion Global New Development Profile	
WSJ.com e-Newsletter	50,000
Mansion Global e-Newsletter	17,000
Mansion Global e-Newsletter	17,000
Property upgrades	
Mansion Global Homepage Featured Listing Module	164,000
Print	
The Wall Street Journal	
Quarter Page \$3,040; 4 x 7 \$2,300	609,174
Property Portfolio	2,577,696
Conde Nast Magazines	
Architectural Digest - Nevada	6,000
Architectural Digest - San Francisco Metro	26,000
Golf Digest - Nevada	7,000
Golf Digest - San Francisco Metro	20,000
Dwell	
Modern Market	412,000
Financial Times	
Property Gallery	1,052,285
Nob Hill Gazette	
Full Page	32,000
Luxe Interiors + Design	
Full page	40,000
GRAND TOTAL	7,536,655

Schedule and Pricing



Proposed Media Schedule & Pricing 2023

Media	Ad Description	August	September	October	November	December	Media Total
Digital							
Million Impressions*							
Million Impressions	Digital Banner Program	\$ 1,625.00	\$ 1,625.00	\$ 1,625.00			\$ 4,875.00
Million Impressions	Targeting - Reno, San Jose, Silicon Valley, Bay Area						
Google Adwords							
Google Adwords	Digital PPC program	\$ 2,100.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 1,350.00	\$ 7,500.00
Comprehensive Digital							
Comprehensive Digital	Social Mirror	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Comprehensive Digital	Native Display	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00			\$ 4,500.00
Geofencing - Event and Location							
Geofencing - Event and Location	Target specific events and locations		\$ 1,500.00				\$ 1,500.00
Smart Solutions Eblast							
Smart Solutions Eblast	Custom Email			\$ 2,295.00			\$ 2,295.00
Dwell.com							
Real Estate Package 1	Custom Article with promo on Homepage with promotion in	\$ 6,000.00					\$ 6,000.00
Nob Hill Gazette							
Nob Hill Gazette San Francisco, Penir OTM On the Market eNewsletter		\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 2,500.00
WSJ.com							
Mansion Global Homepage	Mansion Global Homepage	\$ 2,150.00					\$ 2,150.00
Mansion Global New Development P	Profile page - 3 months		\$1,000		\$1,000		\$ 2,000.00
WSJ.com e-Newsletter	Friday e-Newsletter		\$ 1,775.00				\$ 1,775.00
Mansion Global e-Newletter	Daily Monday-Friday			\$ 3,680.00			\$ 3,680.00
Mansion Global e-Newletter	Custom Email				\$ 5,000.00		\$ 5,000.00
Property upgrades	Property upgrades			\$1,200			\$ 1,200.00
Mansion Global Homepage Featured	Mansion Global Homepage Featured Listing Module				\$ 1,275.00		\$ 1,275.00
Print							
The Wall Street Journal							
The Wall Street Journal - Western No	Quarter Page \$3,040; 4 x 7 \$2,300	\$6,080	\$ 6,080.00	\$ 6,080.00	Bonus	Bonus	\$ 18,240.00
The Wall Street Journal - National	Property Portfolio		\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 2,355.00	\$ 9,420.00
Conde Nast Magazines							
Architectural Digest - Nevada	Full Page				\$ 2,190.00		\$ 2,190.00
Architectural Digest - San Francisco N	Full Page				\$ 5,920.00		\$ 5,920.00
Golf Digest - Nevada	Full Page				\$ 2,190.00		\$ 2,190.00
Golf Digest - San Francisco Metro	Full Page				\$ 2,920.00		\$ 2,920.00
Dwell							
Dwell	Modern Market		\$ 1,800.00		\$ 1,800.00		\$ 3,600.00
Financial Times							
Financial Times	Property Gallery	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 1,250.00	\$ 6,250.00
Nob Hill Gazette							
Nob Hill Gazette	Full Page			\$ 9,000.00			\$ 9,000.00
Luxe Interiors + Design							
Luxe Interiors + Design	Full page				\$ 4,000.00		\$ 4,000.00
TOTAL							\$ 114,480.00

*After 6 months the Impressions Program may be adjusted after evaluation of budget and strategy
Pricing Subject to Change